

## Asset Management – The New Frontier



Today, the words “asset management” are used to describe virtually everything imaginable. To the I.S. professional, it is typically the desktop computers in his organization. To the hospital administrator, it is optimal usage of available rooms and equipment. To the landlord, her rental properties. To the plant manager, it may mean his mechanical equipment. One thing is certain: These

are currently two of the most “fashionable” words in industry – and with good reason. It is estimated that better asset management practices in the process industries alone could yield billions of dollars in savings. It is a big carrot, and industry is fervently chasing it.

At Bently Nevada, we’ve been helping our customers manage their machinery assets for over four decades – long before the term “asset management” was first used. That’s one of the reasons this is such an exciting time for us. What we provide for our customers is moving well beyond the notice of machinery engineers and plant managers and into the boardrooms of many companies, as they look for new ways to enhance their competitiveness.

In this issue of ORBIT, we’ve focused on machinery management – the practice of using the right data and information to make proactive machinery and business decisions. Starting on page 5 with a “From the Desk of ...” message from our President and Chief Operating Officer, Roger Harker, you’ll read one of the simple secrets that separates customers that obtain average results from those that obtain extraordinary results from their machinery management systems. Case histories from two of our Latin American customers, Cubatão and Siderar, showcase the outstanding ROI that machinery management provides. You’ll find these articles on pages 33 and 37 respectively.

Anchoring this issue on page 24 is an outstanding article outlining the whole concept of machinery management and how it is properly implemented. Authored by Roger Harker, it was first presented at this year’s ASME Gas Turbine Symposium in Munich, Germany. It is reprinted here, courtesy of ASME, for the benefit of our ORBIT readers.

As always, this issue is full of other information we hope you’ll find useful, ranging from new products and services, to offices we’ve opened or expanded, to documented savings our customers are realizing through the use of our systems and services. If you haven’t already made the move from just protecting your machinery to actively managing it, may this issue of ORBIT be “just what the doctor ordered.” ☺

— Steve Sabin

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**Third Quarter 2000**  
**Vol. 21 No. 3**

ORBIT is published quarterly by  
Bently Nevada Corporation.  
Questions, suggestions, and letters  
to the editor may be addressed to:

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Publisher:  
**Bently Nevada Corporation**

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Graphic Illustrator:  
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Production Artist:  
**Teri Broad**

Circulation:  
**Clydie Costa**

Printer:  
**Craftsman Press West**

Over 45,000 copies distributed worldwide



This publication is printed  
on recycled paper.



QSC-3101

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L8064-00 (10/00)